Hudson's Bay Company.
INCORPORATED 29 MAY 1670

Shop Friday at the Bay 9 a.m. to 9 p.m.

dial EV 5-1311

Bring the family for

Delicious Scandinavian Smorgasbord

Served to you from an attractive Smorgasbord table . . . fresh fish salad, cold meats, fish and delicious hot dishes . . . Beverage included, dessert extra.

All you can eat for only 1.15
Children, 70¢

HUDSON'S BAY COMPANY, Olympic Room, lower main

7 p.m. Specials

Personal Shopping Only No Phone, Mail or C.O.D. Orders

9"x12" Cleaning Chamois—Top quality chamois imported from England cleans car or furniture to perfection. Chamois are lint free. Reg. 1.98.
Special, each 1.49

HUDSON'S BAY COMPANY, auto accessories, lower main

Fresh Chocolate Drops — Melt in your mouth creams (five different flavors) are dipped in luscious dark chocolate. For a treat the whole family will enjoy. **Special, 1 lb. 43¢**

HUDSON'S BAY COMPANY, candies, main

58" Packaged Skirt Lengths — Individually wrapped, these packages contain a 1-yd. length of famous "Domil" rayon suiting that's crease-resistant . . . comes in fresh Spring shades. Limit of 5 per customer. Reg. 1.98 to 2.49.
Special, yard $1

HUDSON'S BAY COMPANY, piece goods, fashion floor, 2nd

Travel Bag—Heavy-gauge plastic travel bags with a special hook on a wire frame to ensure vertical hanging. 36" zipper closing. Colors: green, blue or brown.
Special 1.29

HUDSON'S BAY COMPANY, notions, main

SAVE 25c a PAIR on famous Orient Gold Award NYLONS!

● Walking Sheer
3 pair 2.89
You Save 85c
1 pair $1
- Sturdy stocking for everyday wear!
- Sheer flatter-fit is comfortable, neat!
- Colors: Warm, subtle beiges, coral beige. Sizes 8½ to 11.

● Stretch Nylons
3 pair 2.89
You Save 85c
1 pair $1
- The finest fit in nylons—a fit that molds your leg with tan smoothness!
- In a warm, golden shade—coral beige. Sizes 8½ to 11.

● Formal Sheer
3 pair 3.49
You Save $1
1 pair 1.25
- Translucently sheer, morning mist fine . . . luxury at a tiny price!
- Delicate tawny shades: coral beige and Trinidad. Your size is here, too, 8½ to 11!

● Seamfree Mesh
3 pair 3.49
You Save $1
1 pair 1.25
- Wonderful for working girls; seamfree mesh wears longer, won't run!
- Seamfree shapes to the leg like a tan and there aren't any seams to worry about!
- Coral beige and Trinidad. Sizes 8½ to 11.

● Seamfree Plain
3 pair 3.49
You Save $1
1 pair 1.25
- Shapely legs look even lovelier in sheer seamfree stockings!
- Legs look glossed by a year-round tan!
- You'll love the tan-toned colors: coral beige and Trinidad. Sizes 8½ to 11.

HUDSON'S BAY COMPANY, hosiery, main

SHOP BY MAIL!
HBC Mail Order Dept., Victoria, B.C.
Please Send Me the Following:

NO.	SIZE	COLOR	PRICE
Add 5% Tax — Total			

NAME .....
ADDRESS .....
☐ CHARGE ☐ CASH ☐ C.O.D.

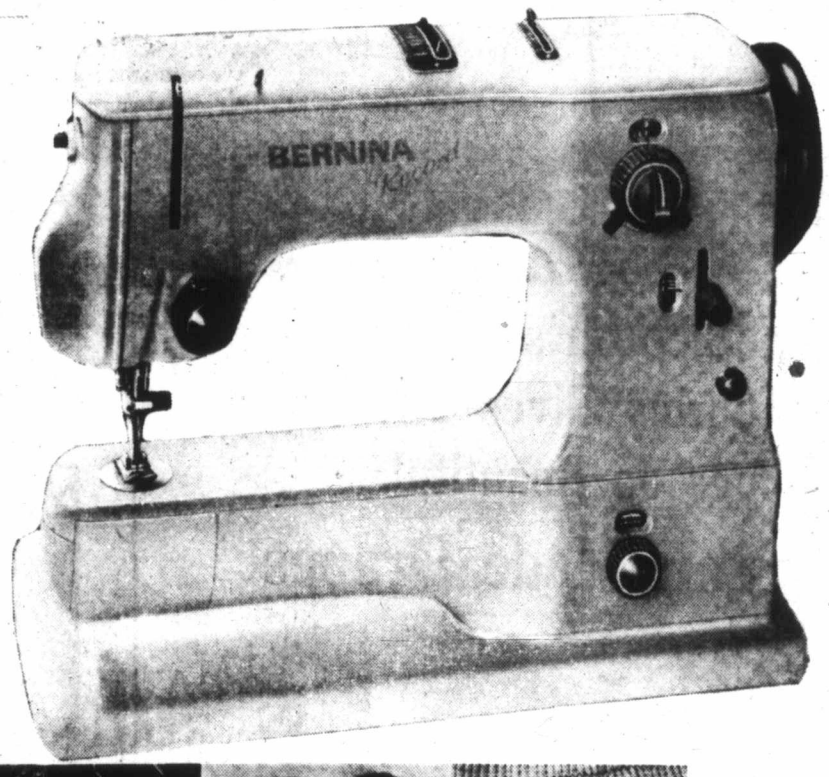
Trade in your present machine on this NEW BERNINA

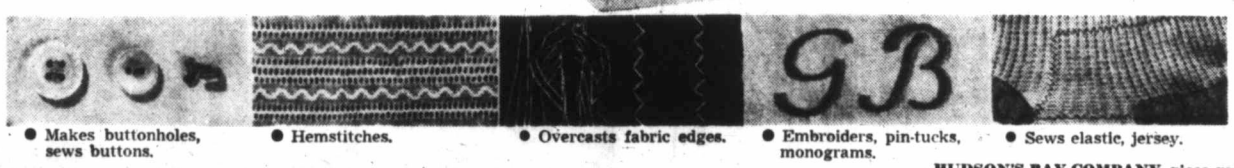
Open Arm Portable Automatic

only $349

Less Your Trade-In **Easy Terms Available**

- Bernina darns **everything!** from the thinnest nylon to the heaviest wool, thanks to exclusive automatic hopper mechanism and exclusive open-arm design.
- Bernina features automatic, no-adjust tension!
- Bernina embroiders automatically! Hundreds of patterns!
- Bernina features "dazzle-free" light arranged just where it best illuminates the sewing point!
- Bernina is light, portable, comes in an easy-to-stow case hinged on either side.
- Bernina is rated "tops" by Consumer Magazine, has a lifetime warranty!
- Above all, Bernina is wonderfully easy to operate—always!
- Fingertip control—no cams to change!





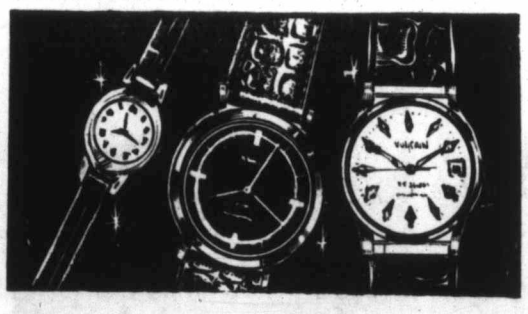
● Makes buttonholes, sews buttons. ● Hemstitches. ● Overcasts fabric edges. ● Embroiders, pin-tucks, monograms. ● Sews elastic, jersey.

Automatically adjusts to whatever stitch you require.

HUDSON'S BAY COMPANY, piece goods, fashion floor, 2nd

SALE

Men's, Women's New Automatic Watches



Never needs winding • Famous Swiss make • Incabloc • Shock Protected • Waterproof • Most models available in yellow or white • One year written guarantee • Reptile straps on most men's models.

Men's Automatics Yellow case **49.99** Steel **39.99**
1. Plain dial, luminous dots, four numerals.
2. Plain dial, indented figures, no numerals, non-luminous.
3. Black dial, raised gilt figures, no numerals, non-luminous.

Men's Calendar Automatics Yellow and steel **49.99**
Man's calendar watch with raised gilt figures. 10k gold-filled or stainless steel case.

Women's Automatics Yellow or White, each **39.99**
Lady's 25-jewel automatic "Elite" nurses' watch. Two attractive dials available. Sweep second hand.

YOUR CHOICE, ONLY $5 DOWN

HUDSON'S BAY COMPANY, watches, main

PLEASE TURN THE PAGE FOR MORE VALUES AT THE BAY

SALE of new Spring COATS!

Beautiful, Wool Spring

COATS

Reg. 49.95 and 59.95

Special, each $39

Only $5 down, $5 monthly

Sizes—Petite, 8 to 16; Misses, 12 to 18.

Colors—Beige, grey, blue, rose, aquamarine, green, gold, tan, red and black.

Fabrics — Tone-on-tone, "Sealskin," novelty fabrics . . . every one of them imported!

Styles—Fresh, new, flattering styles with slim or semi-full backs, button or clutch closing, tapered or cuffed sleeve. All coats are fully lined.

HUDSON'S BAY COMPANY, women's coats, fashion floor, 2nd

Flattering Bengaline

DUSTERS

Reg. 19.95 Special, each 14.99

Just $5 down, $5 monthly

Sizes—Pick yours from our size 10 to 18 range!

Colors—Rich and lustrous shades, navy, red, black, beige, powder blue, royal.

Styles—Four of them! Clutch or tuxedo front models; popular cardigan line; small or shawl collared types . . . Three of the styles feature attractive jewel pins.

Fabric—All dusters are made from 6-ply water repellent gabardine and are fully lined.

HUDSON'S BAY COMPANY, women's coats, fashion floor, 2nd